

# Ready, Aim, Communicate

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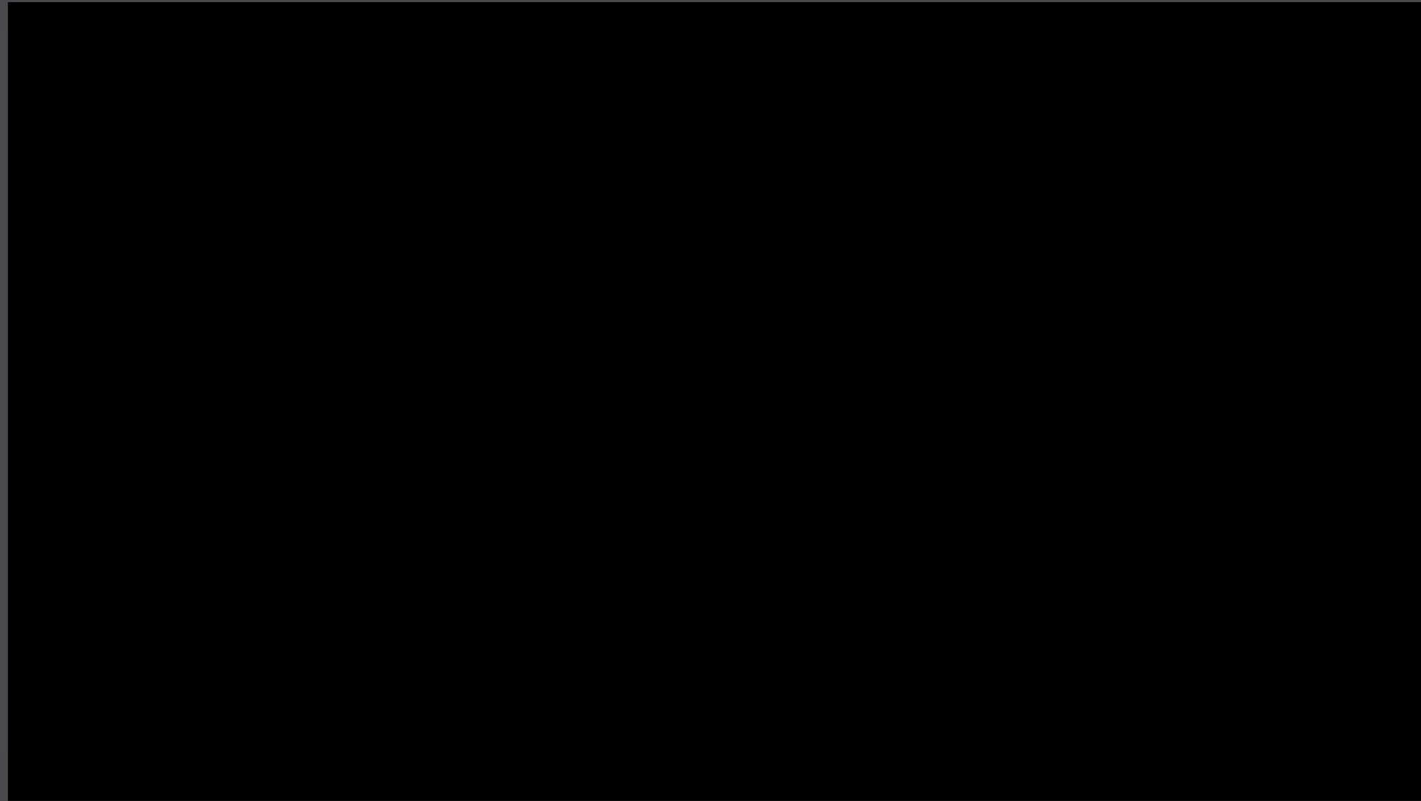
Virginia Department of General Services

**Forum**2019 | Unlocking the Potential of Procurement



# About me





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**Forum**2019 | Unlocking the Potential of Procurement



# Mass Communication





# Messaging Competition



**281 billion**

Average number of emails sent globally in 2018



**2.47 million**

Android apps available, and 1.8 million in Apple's App Store – third quarter 2019



**2.41 billion**

Monthly active users on Facebook – second quarter of 2019



**197.5 million**

Monthly active YouTube users



**129.1 million**

Music streaming users in the U.S - 2019



**60.62 million**

Netflix paying subscribers in the US - 2019

Source: Statista.com





# Effective Communication



Message sent, received  
and understood



# Effective Communication

Targeted  
communication  
=  
Greater results





## You

- Co-workers
- Boss
- Clients/customers
- Colleagues at other agencies
- Security guard outside

## Your organization

- Internal
  - Employees
  - Contractors/Partners
  - Higher Officials
- External
  - Clients/customers
  - General public
  - Lawmakers
  - Regulators/auditors
  - Media





# Targeted Communication

Who is your audience?

What do they care about?

What do you want them to know?

What do they want to know?

How do they best receive information?



# Who is your audience?

- With whom do you need to communicate?
- Size of audience
- What are their interests, level of understanding, attitudes and beliefs?
- Demographics
  - Age, gender, religion, ethnic background, education, occupation, etc.
- What tone and level of formality is needed?



# Who is your audience?

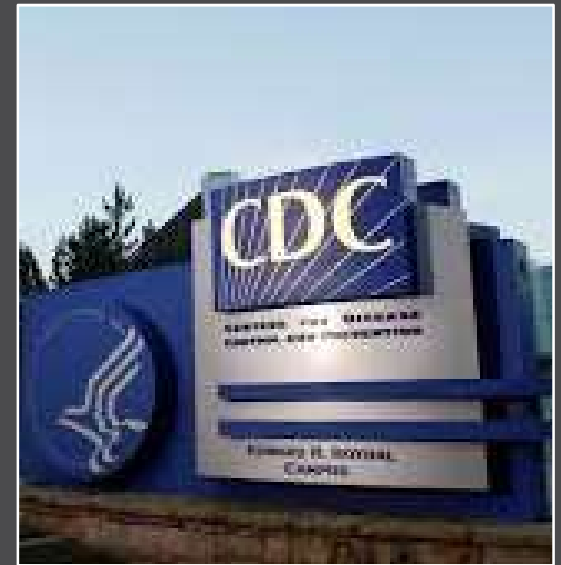
## DGS State Laboratory



Boy Scout



Lawmaker



CDC



# Who is your audience?

## Capitol Square Construction

- Cabinet Secretary/Governor's Office
- Legislative representatives
- State employees
- Public/visitors
- Capitol Police and other first responders
- Neighbors (VCU/hospitals, churches, Supreme Court, hotel, etc.)
- Historic community
- Tour guides
- If traffic – City, GRTC



# What do they care about?

- Put yourself in their shoes
- What is important to them?
- What motivates them?
- What are their challenges and needs?
- Why will they care about what you're saying?



# What do you want them to know?

- What is your goal: inform, change behavior, encourage action?
- What do you need them to think, feel, do or remember?
- Adjust your message but don't lose sight of your goal
  - Key messages
  - Supporting points





# Key messages

- Main points you want your audience to hear/read, understand and remember
- Help you prioritize and define information
- Effective key messages
  - Concise
  - Strategic
  - Relevant
  - Compelling
  - Simple
  - Memorable
  - Tailored





# Key messages



- For everyone
  - OTSVA is a series of recreational, educational and social events intended to encourage employee engagement.
  - Activities are scheduled before and after work and during lunchtime.
  - Activities are free and cover a wide range of interests, from weekly food trucks and farmers markets, to behind-the-scenes tours, exercise opportunities, and special events like classic car shows, fishing competitions and a statewide cornhole tournament.



# Key messages



- Employees near Capitol Square
  - Follow OTSVA online and on social media for a complete schedule of events.
- Employees away from Capitol Square
  - OTSVA can help you replicate these events where you are.
- Agency heads
  - This is a Governor's Office initiative, and all employees and agencies are encouraged to participate.
- Agency coordinators
  - We need your help to promote these events and activities.
- Media/Public
  - Employees who are engaged are happier and more productive.



# What do they want to know?

- How will your message affect them?
- What will they want to know?
- What are the top 3-4 questions they will have for you?
- Is your message relevant to them?



# How do they best receive information?

- Channel
  - Face-to-face, writing, phone call, email, social media, advertising, media, text, etc.
- Tone
  - Formal vs. informal
- Power of a story
- Level of understanding
  - Avoid jargon, acronyms



# Case study

- Audiences
- What they care about
- What we needed them to know
- What they wanted to know
- How we communicated



**Expect the Check**

Identity Verified. Access Granted.

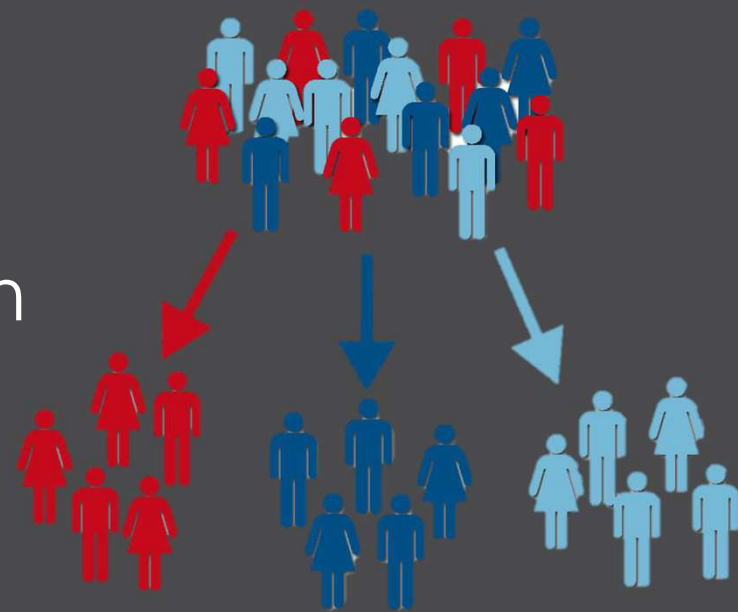




# Let's Practice!

## Tell me about procurement

- Draw two audiences – one green and one red
- Discuss with your table how you would tell each audience about procurement
- Share with the group





# Questions?

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